

In the claims

1-3. (Canceled)

4. (Currently Amended) The A subscriber for inserting advertisements into at least one channel of media signals, the system of claim 3, further comprising:

an ad scheduler for identifying a predetermined order in which the advertisements are to be inserted into the at least one channel, storing an ordered list corresponding to the identified order, and modifying the stored ordered list whenever a modification requiring event occurs;

an ad insertion module, coupled to the ad scheduler, for inserting the advertisements into the at least one channel according to the stored ordered list; and

a watchdog module, coupled to the ad scheduler, for detecting a channel change, a change in the type of program being watched and a change in the size of an upcoming avail in the at least one channel, and outputting results of the detection to the ad scheduler, so that the ad scheduler modifies the stored ordered list based on the results of the detection.

5. (Previously Presented) The system of claim 4, further comprising:

a remote control device for directing to the watchdog module a program channel selection by a viewer, wherein the watchdog module detects the channel change based on outputs from the remote control device.

6. (Previously Presented) The system of claim 5, wherein the watchdog module detects the change in the type of program being watched based on program information and the channel selection received from the remote control device.

7. (Currently Amended) The system of claim 5, further comprising:
a profiling module, coupled to the remote control device and the ad scheduler, for receiving viewing information from the remote control device and detecting the viewer change using a prestored viewer profile information and the viewing information received from the remote control device.

8. (Currently Amended) The system of claim 7, wherein the profiling module ~~detects~~ detects the viewer change using at least one of the following information included in the prestored viewer profile information, wherein the information includes at least some subset of: volume control information for each viewer in a subscriber household, time-of-day information associated with each viewer, programs watched by each viewer, and channel change information pertaining to each viewer.

9-52. (Canceled)

53. (New) A system capable of updating a list of targeted advertisements to be presented to a subscriber based on viewing parameters associated with the subscriber, the system comprising:

a watchdog module to monitor viewing parameters and detecting changes in the viewing parameters, wherein the changes include at least some subset of channel, viewer, program type, and avail size; and

an ad scheduler to generate a list of advertisements to be targeted to a subscriber, wherein the list indicates an order in which the advertisements are to be presented, and wherein the ad scheduler is capable of reordering the list responsive to said watchdog module.

54. (New) The system of claim 53, wherein the changes further include time.

55. (New) The system of claim 53, wherein said ad scheduler determines if a particular change in viewing parameters is sufficient to reorder the list.

56. (New) The system of claim 53, further comprising a tuner to tune to a channel selected by the subscriber, wherein said watchdog module detects channel changes by monitoring what channel the tuner is tuned to.

57. (New) The system of claim 53, wherein said watchdog module detects program type changes based on program data and channel selections.

58. (New) The system of claim 53, wherein said watchdog module detects avail size changes based on avail data and channel selections.

59. (New) The system of claim 53, further comprising a profiler to process subscriber interactions in order to generate a viewing session profile, wherein the viewing session profile defines characteristics related to the subscriber for a viewing session.

60. (New) The system of claim 59, wherein said watchdog module detects viewer changes based on viewing session profiles and previously defined subscriber profiles, wherein the subscriber profiles define characteristics related to particular viewers.

61. (New) The system of claim 53, further comprising an ad insertion module to insert advertisements into avails within programming being presented to the subscriber, wherein the insertion is performed in accordance with the list.

62. (New) The system of claim 53, further comprising a storage unit to store the list of advertisements.

63. (New) The system of claim 62, wherein the list includes advertisement resource locators (ARLs) for the advertisements in the list, the ARLs corresponding to locations where the advertisements can be retrieved for insertion.

64. (New) The system of claim 62, wherein the list includes parameters that may affect selection of advertisements from the list.

65. (New) The system of claim 64, wherein the parameters include at least some subset of program, program type, viewer identity, channel, and network.

66. (New) The system of claim 65, wherein the selection of the advertisements from the list may be based on advertisements that contain or exclude parameters associated with a channel being viewed.

67. (New) The system of claim 53, further comprising a receiver to receive at least one programming channel from a communications network.

68. (New) The system of claim 67, wherein the communications network is a content delivery network

69. (New) The system of claim 68, wherein the content delivery network is a television service network.

70. (New) The system of claim 68, wherein the content delivery network is an Internet service network.

71. The system of claim 68, wherein the content delivery network is a cable network, a switched digital video network, or a satellite network.

72. (New) The system of claim 68, wherein the content delivery network architecture is at least some subset of a digital subscriber line (DSL) network, a very high speed digital subscriber line (VDSL) network, a hybrid fiber coax (HFC) cable television network.

73. (New) The system of claim 68, wherein content delivered over the content delivery network architecture is analog, digital or some combination thereof.

74. (New) A method of updating a list of targeted advertisements to be presented to a subscriber based on viewing parameters associated with the subscriber, the method comprising:

generating a list of advertisements to be targeted to a subscriber, wherein the list indicates an order in which the advertisements are to be presented;

monitoring viewing parameters;

detecting changes in the viewing parameters, wherein the changes include at least some subset of channel, viewer, program type, and avail size; and

reordering the list in response to a change in particular viewing parameters.

75. (New) The method of claim 74, wherein said detecting includes detecting channel changes by monitoring what channel a tuner is tuned to.

76. (New) The method of claim 74, wherein said detecting includes detecting program type changes based on program data and channel selections.

77. (New) The method of claim 74, wherein said detecting includes detecting avail size changes based on avail data and channel selections.

78. (New) The method of claim 74, further comprising profiling subscriber interactions in order to generate a viewing session profile, wherein the viewing session profile defines characteristics related to the subscriber for a viewing session.

79. (New) The method of claim 78, wherein said detecting includes detecting viewer changes based on viewing session profiles and previously defined subscriber profiles, wherein the subscriber profiles define characteristics related to particular viewers.

80. (New) The method of claim 79, wherein said detecting viewer changes is based on at least some subset of characteristics defined in the viewing session profile and the subscriber profile, the at least some subset of characteristics including at least some subset of volume control information, time-of-day information, programs watched, and channel change information.

81. (New) The method of claim 74, further comprising inserting advertisements into avails within programming being presented to the subscriber, wherein said inserting is performed in accordance with the list.

82. (New) The method of claim 74, further comprising storing the list of advertisements in a storage unit.

83. (New) The method of claim 82, wherein the list includes advertisement resource locators (ARLs) for the advertisements in the list, the ARLs corresponding to locations where the advertisements can be retrieved for insertion.

84. (New) The method of claim 82, wherein the list includes parameters that may affect selection of advertisements from the list.

85. (New) The method of claim 84, wherein the parameters include at least some subset of program, program type, viewer identity, channel, and network.

86. (New) The method of claim 85, further comprising selecting advertisements from the list based on advertisements that contain or exclude parameters associated with a channel being viewed.

87. (New) The method of claim 74, further comprising receiving at least one programming channel from a communications network.

88. (New) The method of claim 82, wherein the list identifies one or more linked advertising parameters for providing linked advertising.

89. (New) The method of claim 88, wherein the linked advertising parameters identify at least one of time dependence, program dependence, and viewer dependence of advertisements.